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WEEKLY FILM REVIEW

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Entered as second-class matter, August 25, 1928, at the Post Office at Atlanta, Ga., under the act of March 3, 1879. Published weekly at 210 Haas-Howell Building, Atlanta. Subscription $2.00 a year

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WEEKLY FILM REVIEW

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WEEKLY FILM REVIEW

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More Power To Motion Pictures

By ANNA AIKEN PATTERSON

FOR every carping critic, who indulges his fancy in the destructive pastime of turning clever phrases at the expense of motion pictures, there are thousands of right-minded, normal people who continue to find wholesome diversion and a liberal education in the subjects which theaters bring to the screen. And for every writer who seeks to discredit this universal medium of expression there are hundreds whose keen intelligence have made them strong champions of motion pictures.

Newspapers throughout the country reflect the public's growing appreciation for the screen, and not infrequently they go on record editorially with commendation for motion pictures. Unhampered by the narrow prejudices that motivate the bigots and "reformers," they recognize in the motion picture a powerful instrument that has done and is doing a genuinely fine service for the people.

One of Georgia's best newspapers, *The Rome News-Tribune,* in its leading editorial Sunday, January 13, pays a fitting tribute to motion pictures as a component part of the life of the people and declares that "the limits of the motion picture as a means of teaching are boundless." In the opinion of that editorial writer "the motion picture has earned its place." Because it is at once intelligent and timely, we quote the full text:

"For years the motion picture has been looked upon as a pleasurable pastime, but in recent years it has come to be a component part of the life of the people.

"From a novelty to a means of advancing the cause of education and even spreading the word of the gospel, the motion picture has grown in leaps and bounds. It has become a useful means of teaching in schools, colleges and universities, having taken the place of text books in many instances.

"Churches and Sunday schools are beginning to use motion pictures in teaching the word of the gospel. They are placing before members of church congregations and Sunday school classes that which heretofore has only been studied by reading or listening to oral discussions. That the lessons are more impressively driven home by the picture accompanied by a lecture or sermon is the opinion expressed by ministers and laymen.

" 'Ben Hur' and 'The King of Kings' are two great pictures being shown in theaters, that illustrate this point. Nothing but the highest praise has been accorded them from the pulpit and press. The fact that these two pictures have recently been banned in Chinese theaters (outside of the influence of Christianity), is only more proof of their worth and the great lessons taught by them. The heathen banned them because 'they taught the superstition of Christ.' What greater praise as to their worth could be given?

"In Rome, last summer, the week night prayer meetings of one church had motion pictures as a regular part of the service. The pictures selected were in keeping with the occasion, and the pastor and members of the congregation were more than pleased with the results obtained.

"The limits of the motion picture as a means of teaching are boundless. Not only are schools of higher learning using them, but governments are using pictures in educational campaigns to promote the interests of industry, commerce, scientific agriculture, forest preservation, public health, history and many other vital subjects.

"The motion picture is indeed a component factor in the lives of the people today. They are instructive, educational and entertaining; they bring to one's very home the world at large and place it before the eyes to see. There may be abuses in motion pictures, but there are abuses in every good thing in the world, and the great good they do so far outweighs the bad (in isolated cases) that it becomes negligible."

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Work Starts on $110,000 Theater At Rome

New House, to Be Operated By Lam Amusement Co., Will Seat Between 1,200 and 1,500—To Be Completed in Five Months.

ROME, Ga.—Construction of Rome's new $110,000 motion picture theater is to start the latter part of this week, the contract having been let last Saturday to the Grahn Construction Company of Atlanta. The contract stipulated that actual work was to begin within seven days after the signing, with the building completed and ready for opening within five months.

Being Built For Lam Amusement Company

The theater, which is to be located on Broad Street between Fifth and Sixth Avenues, is being built by John M. Graham, Bee Broach and Fred Johnson, for the Lam Amusement Company, which is composed of O. C. and J. H. Lam, well known exhibitors in this section.

The new house is to be up-to-date in every detail. It will not only be one of the most modern in any city the size of Rome, but it will be fully equipped with the very latest in "talkies" or synchronized sound. The pictures to be shown will be the best made by the various producing companies.

M. A. Tucker, one of the best known theater architects in the South, drew the plans for the new house and he, with two special engineers, will superintend the construction of the building. Special attention will be given to the matter of acoustics to insure best results for sound pictures.

To Seat Between 1,200 and 1,500

The architecture will follow the revived Greek style and the theater will be beautifully decorated both inside and out. It is announced that no expense will be spared by the builders or the Lam Amusement Company to give Rome the very finest in motion picture theaters.

The building will be two stories high and will house two stores fronting on Broad Street, in addition to the theater auditorium. The lobby entrance will be between the stores.

The seating capacity of the new theater will be between 1,200 and 1,500, making it easily the largest motion picture house in any city the size of Rome. When completed, the new house will give the city four motion picture theaters, the three others being the Rivoli, the Strand and the Broadway. The latter, it is understood, is to be completely remodeled.

Congratulated On Their Enterprise

These four houses, together with the city auditorium, will give Rome a seating capacity of 4,500.

There were eleven bidders for the construction contract, five of them being local builders. The Grahn Construction Company, while having the general contract, announces that all the subcontracts will be let locally and that, as far as possible, all building material will be purchased in Rome.

O. C. Lam and J. H. Lam, who will operate the new theater, are planning to give Rome the best in pictures—silent or with sound, and announce that the new house will be the last word in comfort, modern down to the smallest detail and that the furnishings will be the finest that can be had. It is planned to make the exterior of the building a show place in itself. Both are being heartily congratulated for their enterprise in giving to the citizens of Rome a playhouse of the beauty and size that the plans for the new theater insure.

Myers Takes Over Duties As President and General Counsel of Allied States

Washington, D. C.—Abram F. Myers has entered upon his duties as president and general counsel of Allied States Association of Motion Picture Exhibitors. His designation as chairman of the Federal Trade Commission was effective Tuesday and he took over the Allied post Wednesday. Commissioner Edgar A. McCulloch succeeded him.

Dan Michalove Resigns As Southern District Manager of Pathe

Special to the Weekly Film Review

New York.—Dan Michalove has severed his connection with Pathe. His formal resignation, tendered some weeks ago to home office executives of the company, became effective this week. For more than a year, he has been Southern division manager of Pathe, with headquarters in Atlanta.

Mr. Michalove is now in New York, having arrived here early this week. He has not announced his plans for the future.

RKO Productions, Inc., Is Chosen As New Corporate Name For FBO

New York.—At a meeting of the board of directors of FBO, it was announced that the name of FBO Pictures will be changed to RKO Productions, Inc. The four subsidiaries of the motion picture company will be known as RKO Distributing Corporation, RKO Studios, Inc., RKO Pictures of Canada, Ltd., and RKO Export Corporation. The change of the corporate name follows closely upon the announcement of the merger of the film producing and distributing company and the Keith-Albee-Orpheum Corporation, controlled by the Radio Corporation of America.

Fox Has Deals Under Way For Other Theaters In New York Zone

New York.—Theaters acquired in recent months by William Fox is a series of spectacular deals are but the forerunner of the theater expansion program planned. Fox who is closing deals for 200 houses in the greater New York area, has deals under way for many others in the metropolitan zone and other sections.

Building of theaters in a number of keys will give Fox representation in a majority of principal cities of the nation. Fox's deals in Greater New York raised the aggregate of seats in the chain to 700,000, and the goal for 1929 is set at in excess of 1,000,000.

Five Theaters In Atlanta Territory Reported to Have Changed Ownership

Five theaters in the Atlanta territory have recently changed ownership, according to news received on Film Row this week. They are the Gypsy Theater at LaFayette, Ala., from C. H. Carney to O. L. Shelnutt; Capitol View Theater at Atlanta, Ga., from A. Nally to O. J. Mason; Majestic Theater at Nashville, Ga., from E. F. Boyd to Ed Falte, and the Pastime Theater at Townley, Ala., from Mrs. W. S. Thornton to Cecil Bushell.

Burlington Theater At Knoxville, Tenn., Is Badly Damaged By Fire

The Burlington Theater at Knoxville, Tenn., was badly damaged by fire late last Saturday night, according to news received on Film Row this week. It is understood that repairs will be made immediately but that it will be three or four weeks before the theater will be ready to reopen. Tim W. Smith is manager of the Burlington.

Will Handle Biophone-Cinephone in South

F. A. Leatherman and Thomas A. Branon Form Company in Atlanta For Distribution of Equipment and Product in Eleven States.

WITH the return of Frank A. Leatherman early this week from an extended visit to New York, announcement was made of the formation of the Leatherman-Branon Company for the distribution of Biophone-Cinephone in 11 Southern states. The territory embraced in the franchise includes Tennessee, North and South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Texas, Oklahoma and Arkansas.

The company's offices have already been established at 150 Walton Street, N. W., and while Atlanta will be headquarters, it is not unlikely that a branch will be located at Dallas, Texas, for the handling of installations and product in that section.

Mr. Leatherman, who is well and favorably known to exhibitors throughout the South, closed for the distributing rights of Biophone and Cinephone during his visit East. He will have charge of equipment and installations.

Thomas A. Branon, president of Eltabran Film Company and prominent independent film distributor, with headquarters in Atlanta, will handle distribution of the features and short subjects to be produced for use in conjunction with Biophone and Cinephone.

Immediate Installments Can Be Made

It is announced that prices for Biophone equipment will be from $2,750 up, with complete dual installations, sound-on-disc and sound-on-film, as low as $6,000. It is also stated that a new model, to be ready about February 1, has been made to accommodate theaters with seating capacity of less than 500. That immediate installations can be made throughout the territory, also is announced.

Organization of the company here follows closely on the heels of announcement of the establishment of interchangeability of the Biophone, device for reproducing sound-on-disc, in connection with Cinephone, a combination which now permits exhibitors using Biophone to play sound-on-film product by means of the Cinephone attachment. This attachment is licensed under De-Forest patents.

Cinephone in connection with Biophone means that the latter is now interchangeable with all disc and sound-on-film systems and it is stated that interchangeability was fully demonstrated recently when "Submarine" was played with Biophone at Newark, N. J., and that interchangeability on Cinephone was demonstrated with Western Electric's sound-on-film system at the Strand and Colony theaters in New York. The Biophone Company, in a wire to the Leatherman-Branon Company, also announced that "after a thorough test of the Biophone machine with Vitaphone picture at Lafayette Theater, New York, Warner Brothers okeyed Biophone and that the Lafayette opens today (January 14) with Vitaphone's 'Lights of New York,' to follow with 'The Terror,' etc."

The executive head of Biophone is Alfred Weiss, whose experience in the industry is said to cover a period of 26 years. Associated with him is Phil Goldstone, who is in charge of production, and whose years in the business eminently qualify him for the work in hand. The World Studios at Fort Lee, N. J., just across the Hudson from New York, have been taken over by Biophone, completely remodelled and equipped with sound-proof stages. Features of short subjects are to be made there under direction of Mr. Goldstone, who is now producing the first Biophone picture, which is expected to be ready for release about February 1.

Neither Mr. Leatherman nor Mr. Branon need any introduction to the exhibitors in the South, as both have been active in this territory for years. Mr. Leatherman, who handles the Reproduco pipe organ, has been in the Southern territory for fully 20 years and has traveled the section extensively. Mr. Branon has been an independent distributor of films for the past 15 years and is well known to exhibitors all over the territory.

Columbia, Outgrowing Old Quarters, Takes Over Entire Floor of 729 Seventh Avenue

New York.—Because of the growing demands of its expanding interests, both in the production and distribution field, Columbia Pictures Corporation has leased the entire eleventh floor of 729 Seventh Avenue, New York City, and will move into its new quarters the latter part of January. It is not without a showing of sentiment that Joe Brandt and Jack Cohn will leave the building at 1600 Broadway which has been their "business home" for the past 17 years, first when they were identified with Universal and later when they decided to embark in business for themselves, with Harry Cohn at the production end.

Joseph A. Hanley, traveling auditor of First National, who visited the company's Atlanta branch this week, left for Memphis and other points in the territory. He is making a survey of exchanges and will probably return to Atlanta before going into New York.

Just a suggestion of the colorful quality of "Moulin Rouge," initial World Wide Pictures offering, is contained in these scenes. Olga Chekova, one of the foremost European artists, is seen in the role of Parysia, star of the Moulin Rouge Revue; Jean Brabin is leading man, and Eve Gray has the ingenue role, that of Parysia's daughter. The picture is gorgeously mounted and highly emotional. It was directed by E. A. Dupont.

Highlights and Happenings

By ANNA AIKEN PATTERSON

ENTHUSIASM is running high throughout the Tiffany-Stahl exchanges, and with good reason. George Jessel stepped out and gave the company something to brag about in "Lucky Boy." He is a seasoned trouper, this Jessel boy, but he is more than that. He is a top-notch comedian and a versatile performer. He can sing and wisecrack, but that alone would not have made "Lucky Boy" a success. What Jessel possesses in addition to his singing voice and gift of comedy is a sense of pathos. And it's the fine blending of comedy and pathos that makes the greatest appeal.

Maurice Kann, editor of *The Film Daily,* comes to the front to say:

"Three times George Jessel digs right down into your heart in 'Lucky Boy.' The Jessel personality, undeniably there, does it with the aid of 'My Mother's Eyes,' a theme song that earns its title and carries an emotional kick of mule-sized proportions.

"Likewise does he wisecrack, put over flashes of imitations, warble other tunes and to sum total it all, provides you with an hour and a half of real entertainment. It's a Jessel funfest. He holds center stage, down stage and all other headline spots at one time. All of which is a job for an experienced trouper. But Jessel is that and does his stuff well.

"By this time you have probably suspected, we think, 'Lucky Boy' looks like real money. It is. No question about what it will do in wired houses."

"Lucky Boy" is synchronized by RCA Photophone, but Tiffany-Stahl is not overlooking the unwired houses. Hence, there is a silent version of the picture.

* * *

OLGA CHEKOVA made her bow to a group of local film buyers last Monday afternoon. The private screening of "Moulin Rouge," initial World Wide Pictures release, was the occasion which introduced Chekova. Manager C. R. Beacham, who formally opened the local World Wide exchange on Monday, gave the event a real significance by arranging the showing. "Moulin Rouge" is a most entertaining picture. It was filmed in London and Paris, with the greater portion having its background in the far-famed Moulin Rouge of Paris.

Taken as a whole, "Moulin Rouge" is exceedingly interesting. Not only is the story one of strong emotional appeal, but the individual performance of Olga Chekova is superb, the direction of E. A. Dupont bears the stamp of genuinely fine ability—and last, but not least, the backgrounds are authentic. They are not reproductions but the real thing.

Much has been said of the "great Chekova," but not a word too much. She is all that her American sponsors claimed for her. At moments she bears a striking resemblance to Pola Negri, again she suggests Corinne Griffith, and at another time there's a hint of Gilda Grey. But those are only flashes. She is a screen personality new to American audiences and if we know anything, she is one that they are going to like immensely. She is an artist and one of abunding versatility and great emotional power.

* * *

THE Atlanta Constitution's Mary Pickford "Coquette" contest officially gets under way today. The winner will leave Atlanta on the morning of February 8, for Chicago en route to Hollywood to be the guest of Mary Pickford in the cinema capital for a full week.

The contest is open to any unmarried girl between the ages of 18 and 25 who is a resident of Atlanta and its suburbs and is employed by an Atlanta firm. Every contestant has an equal chance of winning.

Beginning today and lasting until Tuesday, January 29, the girl turning in to the Constitution office the greatest number of new contract subscriptions will be the winner of the contest.

The Constitution is playing up the contest with front-page two-column breaks, outlining all details thereof and printing an official registration form for entrants as well as a subscription blank. Registration of contestants will close Wednesday, January 23.

A feature of the contest that distinguishes it from many others is that the winner is to return to her home after the visit to Hollywood. The terms distinctly stipulate that no girls are to remain in Hollywood and attempt to "break into the movies."

The Mary Pickford "Coquette" contest was devised by Victor Shapiro, publicity chief for United Artists, who was responsible for the "My Best Girl" contest. Mr. Shapiro proves his showmanship again. With twenty-four key city newspapers in the United States playing up the contest front page fashion "Coquette" will come in for a tremendous amount of publicity. And Mary Pickford has a very keen sense of publicity values, not to mention the fact that the contest increases reader interest and thereby appeals to newspaper editors.

* * *

EXCEPTIONALLY strong pictures featured program in the local first run houses this week. And good programs were needed to compete with the automobile show which has drawn 10,000 people or more daily to the Auditorium-Armory.

The outstanding successes of the week are "Alias Jimmy Valentine" at Loew's Capitol; "The Red Dance" at the Howard, and "The Awakening" at Keith's Georgia. Of the trio, it is clear that "The Awakening" combined with unusually strong vaudeville, is holding Keith's Georgia in the lead.

Monday brought the Georgia its best opening in many weeks, and Tuesday shot well above Monday. The drizzling, cold rain of Wednesday night touched all box-offices, but the pick up Thursday and Friday promises to finish the week in good shape.

* * *

PUBLIX-SAENGER Theaters of North Carolina added another strong link to its chain Monday, January 14, with the opening in Winston-Salem of the beautiful new Carolina Theater. The formal opening at 7:00 Monday evening was a gala event launching the new enterprise under happy circumstances.

The Carolina will have a combination pictures-and-vaudeville policy, the vaudeville being booked for the latter half of each week. Robert C. Frost, much better known as Jack Frost, is the resident manager. Mr. Frost has been on the job for the past few months supervising the work and making preliminary plans for the opening. And from all accounts, he has acquitted himself with considerable credit in all capacities.

Robert B. Wilby, prime factors in Publix-Saenger theaters of North Carolina, who returned to Atlanta Thursday after a week's stay in Winston-Salem, indicated that he was pleased with Winston-Salem's reception of the Carolina. Knowing Mr. Wilby's exacting standards, that admission covered a great deal of territory.

"Weary River" to Be Broadcast Over 27 Radio Stations Night of January 21

"Weary River," Richar dBarthelmess' first dialogue picture for First National, will get a big boost by radio next Monday night, January 21, when the Vitaphone-Jubilee hour at 9:30 o'clock will be devoted almost exclusively to the production, according to announcement by S. C. Einfeld, director of advertising and publicity of First National, who is advising all branch managers of the company of the event.

The broadcast will go over twenty-seven stations and exhibitors throughout the country will have an opportunity to tune in and hear the program which has been arranged for the occasion. The song "Weary River" will be sung and played by an orchestra and special announcement will be made of the picture's opening at the Central Theater in New York on January 24. It is estimated that eighty million people will listen in on this Vitaphone-Jubilee hour, thereby effecting tremendous publicity for the film.

The stations over which the broadcast will go are Akron, O. WADC, Baltimore WCAO, Boston WNAC, Buffalo WMAK, Chicago WMAQ, Cincinnati WKRC, Cleveland WHK, Council Bluffs, Ia., KOIL, Toledo WSPD, Washington, D. C. WMAL, Salt Lake City KDYL, San Francisco, KYA, Seattle, Wash KJR, Detroit WGHP and KLZ, Ft. Wayne, Ind. WGL, Kansas City WMBC, New York WOR, Newark, N. J. WOR, Philadelphia WCAU, Pittsburgh WJAS, Portland, Ore.; KEX, Providence, R. I.; WEAN, St. Louis; KMOX, Syracuse, N. Y. WFBL, Spokane, Wash, KGA, Los Angeles KFWB.

Warner Branch Managers In Southern Territory Attend Meeting In New Orleans

A divisional meeting of Warner branch managers in the Southern territory will be held in New Orleans Saturday and Sunday at the Monteleone Hotel. It will be attended by Claude C. Ezell, general sales manager; J. V. Allen, recently appointed Southern and Western division manager; John Ezell, head of the Atlanta office; M. W. Davis, Charlotte office; F. F. Goodrow, New Orleans office; Otto Rhode, Oklahoma City office, and T. B. Wildman, Dallas office.

45 Cases Are Arbitrated

Approximately 45 cases were disposed of at last Tuesday's session of the Atlanta Joint Board of Arbitration and another meeting will be held next Tuesday, January 22, to clear up all cases on the calendar.

John W. Mangham, Jr., head of the Atlanta branch of Liberty-Specialty, returned to the city Wednesday from a visit to the Florida territory.

J. Izlar Sims, of Orangeburg, S. C., Secures Territory Sales Rights For Movie-Phone

Orangeburg, S. C.—J. Izlar Sims, manager of the Reliance Theater here, has just returned from Chicago, where he closed a deal for the distribution in this territory for Movie-Phone, a sound reproducing device. While in Chicago Mr. Sims saw the machine in operation and it is his opinion that it is "mechanically so simple and well built as to give no trouble to the smaller theaters."

"Deliveries can be made within a week or ten days," Mr. Sims adds. "I will have one set up shortly in Orangeburg and exhibitors can see and hear before buying."

It is claimed that Movie-Phone provides interchangeability between standard and synchronized records. The installation is in two units, non-synchronous and synchronous. The synchronous booth-to-stage device is attached to motion picture projectors for synchronized films, while the non-synchronous device is intended to be used for accompanying silent films.

Ben Hecht and Charles MacArthur Sign to Write For FBO

New York.—Joseph I. Schnitzer, newly elected president of FBO Productions, Inc., who is lining up an array of the finest writing, acting and directorial talent available for FBO's great 1929-30 program of expansion, announces that he has signed Ben Hecht and Charles MacArthur, famous playwrights, novelists and co-authors of "The Front Page," sensational Broadway hit, to an FBO contract.

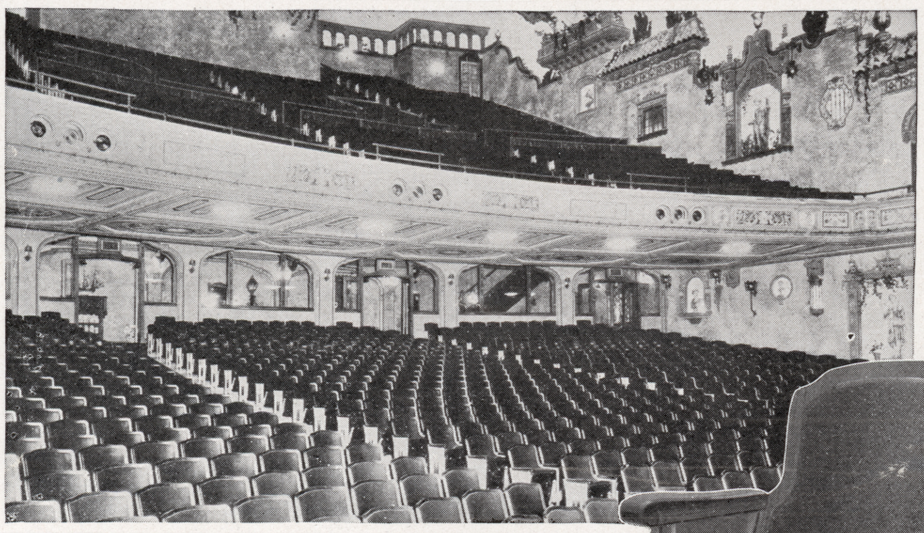
Mr. Hecht and Mr. MacArthur will each write an original story for FBO. Mr. Hecht is already at work on "Upperworld," while Mr. MacArthur will start work on his story, as yet untitled, within the next few days.

RKO Productions' Atlanta Branch to Be Equipped With RCA Photophone

In order to permit the screening of sound pictures in the exchange, RKO Productions, Inc. (new name for FBO), will equip the Atlanta branch with RCA Photophone. H. L. Whitney, engineer, was in Atlanta this week making a survey of the building and it is expected that installation will be effected within a month or six weeks. The equipment will be similar to that designed for theaters with seating capacity of 750. It is understood the Charlotte branch will also be equipped.

Fred F. Creswell, district manager of Arthur C. Bromberg Attractions, with headquarters in Atlanta, made a trip through the Alabama territory this week.

"The Trail of '98," Metro-Goldwyn-Mayer picture, which is the attraction at Loew's Capitol next week, is an epic of the Klondike gold rush, and is full of thrilling scenes and has a climax that is decidedly stirring. The cast includes such well known names as Dolores Del Rio, Ralph Forbes, Harry Carey, Tully Marshall, Karl Dane, Emily Fitzroy and Cesare Gravina. Clarence Brown directed, the picture being based on a story by Robert W. Service.



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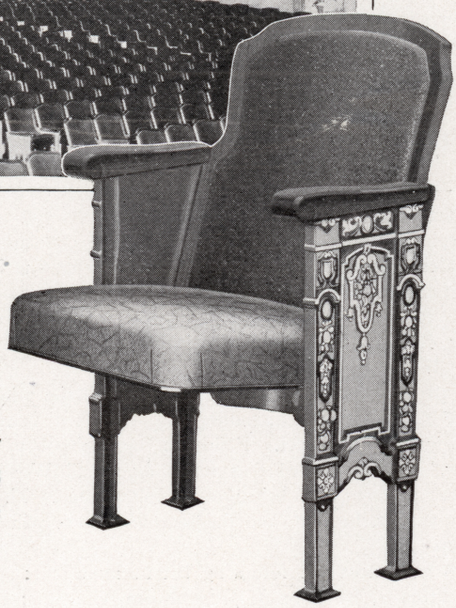

TO you, as owner or manager, American Theatre Chairs add three factors to the "drawing power" of your house that should never be overlooked. First, American chairs give your patrons a maximum of comfort that brings them back to your house. Second, the beauty of design and finish of American chairs assures perfect harmony with the decorative effect and appointments. And third, the in-built quality of American chairs makes them an investment that yields a steady profit in reduced upkeep costs and more years of durability.

No. 6065—1369 of these chairs were installed in the State Theatre, Kalamazoo, Mich. American Walnut wood parts, upholstered back and dark red Moroccoline seat. Noiseless ball bearing hinge insures silent and easy seat movement. Comfortable, durable and pleasing to the eye.

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Paul Stancil Takes Over Theater At Jackson, Ga., Remodeling and Re-equipping It

Paul P. Stancil, who formerly operated the Lyric Theater, Jasper, Ga., has purchased the Jackson Theater at Jackson, Ga., from N. T. Regland and has not only changed name to the Lyric, but is spending $5,000 for remodeling and new equipment. The house has been closed for the past week to permit workmen to effect the various changes and will reopen today with Colleen Moore in "Her Wlid Oat," a First National picture.

The seating capacity of the theater is being increased to 300, two new Simplex projectors and Sunlight screen are being installed, which, together with other equipment, were purchased from Monarch Theater Supply Company of Memphis. A marquee is being built, the lobby rearranged and decorated and the front of the house made more attractive.

While in Atlanta on Thursday, Mr. Stancil stated that, until the flu situation is overcome, his house will operate only four days a week, two feature pictures each being given a two-day showing. Mr. Stancil's Lyric Theater at Jasper was destroyed by fire December 1. He took over the theater at Jackson last Saturday night, following the final show.

Sales Managers For World Wide Pictures Are Announced By Joseph Skirboll

New York.—Back from the road where he has been whipping World Wide Pictures own sales organization into shape, and engaging managers, Joseph S. Skirboll, sales manager of the company, states that the new sales organization is now almost completed and by February 1 all offices in key cities and Canada will be operating 100 per cent. The eastern offices began operating January 2; Middle West, January 7, West and South, January 14 and Canada will start February 1.

Practically all managers have been hired, and will be attached to Educational Exchanges, which is handling the physical distribution of World Wide's imported product. Following up the policy of "see before you buy," Skirboll stated that screening of all World Wide pictures will take place in the exchanges of Educational. There will be no district manager, he said, and the local managers will hire all the road salesmen.

Mr. Skirboll announced the following list of managers:

George G. Moeser, Buffalo; J. J. Sampson, Chicago; Herbert Ochs, Cleveland; L. L. Phillips, Des Moines; R. J. Garland, Denver; George W. Sampson, Detroit; Ralph Abbott, Indianapolis; L. L. Ballard, Milwaukee; Mark Ross, Minneapolis; George Dillon, New York City; C. J. Feldman, Omaha; Joseph Lefko, Pittsburg; J. P. Bethell, Philadelphia; A. R. Dietz, St. Louis; E. F. Dardine, Charlotte; C. R. Beacham, Atlanta; D. C. Gibson, Dallas; W. C. Humphreys, Washington; Donald B. Smith, San Francisco; C. C. McDermond, Salt Lake; A. W. Plues, Cincinnati; C. P. Waxman, New Haven; W. H. Byers, Portland.

Miss Virginia Semon Resting Comfortably After Operation For Appendicitis

Miss Virginia Semon was resting comfortably at Wesley Memorial Hospital Friday following an operation for appendicitis early Tuesday morning. She had suffered several attacks before she finally submitted to an operation. Her condition is now regarded as very favorable.

Miss Semon is the daughter of M. L. Semon, manager of Keith's Georgia. She is an accomplished dancer and for the past several years has conducted a studio of dancing in Atlanta, where she has developed exceptionally fine local talent, primarily among children. She has presented her pupils in a number of dance revues, two of the most successful being the "Kiddies Revue" at the Howard Theater, and a third even more ambitious at the Capitol Theater while it was operating under the Universal banner.

W. H. Welch, of the Strand Theater at Dallas, Ga., visited Film Row this week.

Talking Short Subjects Reviewed in Atlanta Theaters

Title—"A Cycle of Songs" (Vitaphone No. 2699).
Running Time—10 Minutes.
Star—Florence Brady.
Remarks—Rate this star as fair only. She is a blues singer, voice registering fair over the Vitaphone, but failing to be interesting. Her personality does not click well and there is a marked sameness about all of her numbers. Her best offering in this number was "Show Boat," a popular song.

Title—"Sex Life of the Polyp" (Fox Movietone).
Running Time—12 Minutes.
Star—Robert Benchley.
Remarks—To sophisticated audiences this number is a gem. Robert Benchley is perhaps the most gifted humorist in America today, although his humor reaches to the higher intelligence and mature persons. This opus is a scream from beginning to end and will be thoroughly appreciated by discriminating people, but is apt to fall flat with average audiences.

Star—Trixie Friganza (Vitaphone No. 2791).
Running Time—10 Minutes.
Remarks—Trixie Friganza, well known vaudeville comedienne, brings her personality admirably to the screen, her voice registering exceptionally well. Her numbers are a reading, which is uproarously humorous, and a novelty song. Both of these are well received. The star can be recommended as a good entertainer.

Title—"The Tenderfoot" (Tiffany-Stahl Color Classic).
Running Time—10 Minutes.
Remarks—A colorful number preeminent for its outdoor photography. A story thread of a party of Easterners sightseeing in the Grand Canyon, with a thoroughbred cowboy as guide, in contrast to the "tender" Easterners, weaves this number into a skillful piece of entertainment. A good bit of humor is furnished by the Easterner, while a touch of romance hovers about a young girl in the party and the cowboy.
Music Suggestions—Waltz numbers are most appropriate, as the motion is slow and pictorial. Be sure your records are marked electric processed.

Title—"How's Your Stock" (Vitaphone No. 2660).
Remarks—This number makes fair entertainment for the average audience. It is a skit revolving around the anxiety that holders of stock suffer and enjoy. The satire is subtle and, as a result, above the average person's head, although the sketch carries a story thread which will hold interest.

Paramount to Retain Name of "Gentlemen of the Press" Play For Film

New York.—"Gentlemen of the Press," the name of Ward Morehouse's stage play which just closed a run of more than three months on Broadway, will be retained as the title of the all-talking moving picture which Paramount now is making from the play at the Long Island Studio. The picture is being directed by Millard Webb.

Pathe Announces Release of "The Godless Girl" and "Strange Cargo"

New York.—The two most important Pathe pictures of the current season—Cecil B. De Mille's "The Godless Girl" and "Strange Cargo," Pathe's first all-dialogue picture, have been set for simultaneous release on March 31.

P. J. Henn, who operates the Haven Theater at Canton, Ga., was a visitor to Film Row during the week.

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A Talking Picture that will crash records for thousands of theatres!

Directed by Frank R. Capra

Along Atlanta's Film Row

Nick Economou, of Montezuma, Ga., who operates the Grand Theater at that place and the Franklin at Fort Valley, Ga., was among the well known exhibitors who visited Film Row during the week.

Joe Wheeler, manager of the Grand Theater at Cedartown, Ga., paid Film Row a visit this week.

Mrs. I. H. Dietz, who operates the Star Theater at Covington, Ga., was a visitor to Film Row during the week.

R. L. Nowell, of the Idle Hour Theater at Monroe, Ga., was seen on Film Row this week.

J. J. Powell, of the Star Theater at Toccoa, Ga., paid a visit to Film Row this week.

O. C. Lam, of Rome Enterprises, operating theaters at Rome, Ga., visited Film Row during the week.

Ben Stein, of the Douglas Theater at Macon and the Palace at Valdosta, Ga., visited Film Row this week.

F. A. Rogers, who operates the Tiger Theater at Auburn, Ala., while on Film Row last Wednesday, announced that he had made arrangements to equip his house with Vitaphone and Movietone, installations to be made in August. The Tiger is now being operated with non-synchronous device.

C. A. Clegg, head of First National's Atlanta branch, returned to his office on Thursday from a trip to Nashville, Tenn.

Charles Walder, who operates the Tivoli Theater at Miami, Fla., was a visitor to Film Row during the week.

W. B. Fulton, division sales manager of Vitaphone Corporation, returned to Atlanta the latter part of this week from visits to Nashville, Tenn., and Charleston, S. C.

C. L. Peavey, head of the Atlanta branch of RKO Productions, Inc. (formerly FBO), left Friday for New York to attend a divisional sales convention of the company.

Scotty Chesnutt, head of Paramount's Jacksonville, Fla., branch, paid a brief visit to Atlanta this week.

R. P. Higginbotham, of the Majestic Theater at Leeds, Ala,. visited Atlanta during the week.

Mrs. P. G. Maddox, of Archer, Fla., who operates theaters in four Florida cities, was a visitor to Atlanta this week.

Ben Y. Cammack, head of Universal's branch in Atlanta, visited Nashville, Tenn., and other points in that territory this week.

William G. Minder, head of Fox's Atlanta branch, visited points in North Florida and South Georgia this week.

Tom Colby, head of Tiffany-Stahl's Atlanta branch, made a trip in the Florida territory this week.

Sidney Myer, of Miami, well known Florida exhibitor, paid a visit to Atlanta this week.

Earle E. Griggs, director of exploitation in the Southeast for Universal, who has been in the New Orleans territory recently, was in Atlanta for a few days this week, and will return to the Crescent City on Monday. He is exploiting "Uncle Tom's Cabin" and "The Last Warning."

Walter Brackin, who operates houses in Bainbridge and Tifton, Ga., was a visitor to Film Row this week.

R. B. Williams, Southern district manager of Universal, is expected to return Sunday from a sales meeting of the company which was held in Chicago last Wednesday.

Paul C. Bryan, formerly Atlanta branch manager for Fox and who has been appointed special representative of the Fox Movietone department, is now working out of the home office, according to news received on Film Row this week.

W. T. Kinnebrew, Former Well Known Exchange Man, Pays Visit to Atlanta

Not so many years ago W. T. Kinnebrew was a member of the Atlanta film colony, serving at various times in the old Triangle exchange, Paramount and others. Then he left the business, took up his residence in Miami, Fla., and Film Row saw him no more.

Early this week matters of business brought Mr. Kinnebrew to Atlanta. During his brief stay he called at the office of Weekly Film Review—and proved, thereby, that, though out of the film business, he has not lost interest.

Since leaving exchange work, Mr. Kinnebrew has embarked upon a very successful commercial enterprise, dealing in wholesale drugs and fixtures. The firm is Kinnebrew & Richardson, located at 926 North Miami Avenue, Miami, Florida. The business has grown beyond expectations and gives promise of developing into much larger proportions.

Sixteen Stage and Screen Celebrities Make Talking Picture Debuts In M-G-M Film

New York.—Sixteen stage and screen celebrities make their talking picture debuts in "The Trial of Mary Dugan," which is being filmed by Metro-Goldwyn-Mayer as a 100 per cent dialogue dramatic special. Norma Shearer heads the all-star cast, and the supporting group includes Lewis Stone, H. B. Warner, Raymond Hackett, Lilyan Tashman, Olive Tell, Adrienne d'Ambricourt, Mary Doran, Dewitt Jennings, Wilfred North, Landers Stevens, Myra Hampton, Wescott Clarke, Charles Moore and Claude Allister.

Richard Barthelmess is starred in "Scarlet Seas," First National picture, which comes to the Metropolitan next week. Betty Compson and Loretta Young are in the supporting cast. In this film Barthelmess plays the part of a hardboiled sea captain on a mutiny ship and is said to give a powerful performance. Big punch scenes feature the story, which is a strong narrative that carries great suspense. Directed by John Francis Dillon.

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PICTURES PLAYING ATLANTA THIS WEEK

KEITH'S GEORGIA

Title—"The Awakening" (United Artists).

Star—Vilma Banky, with Walter Byron and Louis Wolheim.

Theme—Romantic drama of young girl of Alsace who falls in love with German lieutenant of Uhlans, billeted in village, visits him at inn, only to be driven from village, her reputation smirched. Then came war. Girl has about decided to become nun, when her sweetheart arrives, is wounded and she and hero are saved by her old suitor who had helped drive her from home.

Highlights—Beautiful scenes, fine photography and direction. This is Miss Banky's first starring vehicle and her portrayal is decidedly creditable. Wolheim and Byron both good. Scene between Vilma and her lover on eve of his departure. Vilma being driven from village. Wounding of Byron. Arrival of Wolheim and mad race for German lines. Good entertainment throughout.

Audience Reaction—Decidedly favorable.

Short Subjects—Paramount News; "Snapping the Whip" (Pathe Aesop's Fable); "Mickey's Nine" (FBO comedy).

Added Attractions—Keith vaudeville, with Francis & Wally, Galla Rini & Sister, Bob Murphy, Noree & Co. Keith-Albee-Georgia orchestra, Adolph Verdi, conductor; James Alderson, featured organist.

RIALTO THEATER

Title—"What a Night!" (Paramount).

Star—Bebe Daniels with Neil Hamilton, William Austin.

Theme—Newspaper story. A young girl becomes cub reporter and, by chance, runs into the biggest "scoop" of the day, causing humorous complications.

Highlights—Miss Daniels is thoroughly enjoyable in this picture. William Austin furnishes plenty of humor and comedy gags in support of the stars. Scenes showing newspaper life. Bebe discovers a big story, sends her sweetheart, a real reporter, to get it and then things happen, furnishing excitement galore.

Audience Reaction—Liked.

Short Subjects—"Northern Patrol" (Vitaphone); Robert Benchley in "Sex Life of the Polyp" (Movietone); Paramount News.

LOEW'S CAPITOL

Title—"Alias Jimmy Valentine" (M-G-M).

Star—William Haines, with Lionel Barrymore, Karl Dane, Leila Hyams, Tully Marshall.

Theme—A young crook falls in love, reforms and discloses his identity by saving the girl's little sister, who has been locked in a bank vault.

Highlights—In true Haines style, the star again creates a loveable, nonchalant and carefree character in Jimmy Valentine. Lionel Barrymore gives a splendid character portrayal as Doyle, the detective, while the other supporting actors also do excellent work. The picture holds interest from opening to close, the finish being tense with suspense. The picture has practically every element that makes for audience appeal and the stage play, as a whole, has been admirably adapted to the screen. There are some talking sequences in the last portion, which enhance the dramatic moments. All voices are good, Barrymore's predominating.

Audience Reaction—Enthusiastically received.

Short Subjects—Pathe Review; Newlyweds (Universal); Fox Movietone News.

Added Attractions—Loew vaudeville with Saranoff & Co.; Five Harmaniacs; Lawton, Bernard & Henry; Barrett & Cuneen. Capital orchestra, Walter Sheets, conductor; George Lee Hamrick, featured organist.

LOEW'S GRAND

Title—"State Street Sadie" (Warner).

Star—Myrna Loy and Conrad Nagel.

Remarks—This is a good picture, and although second run, enjoyed above an average fair week.

Short Subject—International News.

***

Title—"The Air Circus" (Fox).

Stars—Sue Carol and Arthur Lake.

Remarks—Manager W. T. Murray used several novel stunts to exploit this picture, which was second run for Atlanta, thereby attracting considerable attention to the offering.

Short Subject—M-G-M News.

HOWARD THEATER

Title—"The Red Dance" (Fox).

Star—Dolores Del Rio with Charles Farrell and Ivan Linow.

Theme—Russian drama, laid in the Revolutionary days, revolving about a young peasant girl who swears to revenge the death of her parents, murdered because they were educated.

Highlights—This production affords Dolores Del Rio a role admirably suited to her. Scenes showing the cruelties of the aristocrats, their overthrow and rule of the Reds. Meeting of heroine and Grand Duke. Love scenes. Ivan Linow gives an excellent performance, while Charles Farrel, although he has little acting to do, looks as handsome as ever. The picture is decidedly dramatic and holds interest well. Lavish sets and scenery. Directed by Raoul Walsh. Theme song, "Someday, Somewhere."

Audience Reaction—Favorable.

Short Subjects—"Nifty Numbers" (Paramount); Fox Movietone News; Trixie Fraganza (Vitaphone); "How's Your Stock?" (Vitaphone).

METROPOLITAN

Title—"Naughty Baby" (First National).

Stars—Alice White and Jack Mulhall.

Theme—Light romance. A young check girl in a hotel "falls" for a wealthy guy, young and handsome, and determines to "land" him.

Highlights—Alice White puts this over well. Plenty of good humor and comedy scenes. Rosie's trip to the beach. Scenes showing Rosie trying to catch the eye of the wealthy hotel guest. There are some real laughs in this opus and it makes fine entertainment. However, it can not be considered too light, as quite a bit of drama comes into play —the drama evidenced in the longing of a flapper to get what she wants.

Audience Reaction—Liked.

Short Subjects—"The Tenderfoot" (Tiffany-Stahl); Florence Brady (Vitaphone); Fox Movietone News; Pathe News.

Alex Keese Promoted to Post of Southern Musical Director For Publix

Alex Keese, for the past two years conductor of the Tivoli orchestra at Chattanooga, has been promoted to a higher post. Under the new appointment he becomes Southeastern musical director for Publix.

Mr. Keese was formerly conductor at the Howard Theater, Atlanta, and built up a strong following in that capacity. He arrived in Atlanta early this week where he was met by Maurice Lawrence, assistant general musical director under Nathaniel Finston, head of that department for Publix.

In his new post Mr. Keese will visit Atlanta frequently. A large group of theaters throughout the territory will be under his supervision.

Milton Sills Has Distinction of Playing First Dual Talking Role In Talking Pictures

Los Angeles.—The distinction of playing the first dual talking role in talking pictures goes to Milton Sills, popular First National star. Sills will create this characterization in "Pat and Mike," a First National-Vitaphone picture soon to go into producton at Burbank.

"Pat and Mike" is adapted from Richard Connell's Cosmopolitan Magazine story of a cop and a crook. And Sills, whose voice recorded so well in "The Barker," will play both the policeman and the lawbreaker. Frank Lloyd, who directed Richard Barthelmess in his first dialogue picture, "Weary River," will make "Pat and Mike."

Ted Schlanger, assistant general sales manager of Universal, who visited the Atlanta branch the other day, left here for Chicago to attend the sales conference which was held there last Wednesday.

John F. Barry, Head of Publix Training School For Managers, Visits Atlanta

John F. Barry reached Atlanta Wednesday night on the first lap of a long trip that will take him over a considerable portion of the Southeast in search of potential managerial talent for Publix theaters. During his two days' stay here Mr. Barry interviewed several applicants for Publix Theater Managers' Training School, of which he is director. And he selected two very promising young men from this immediate territory for the next class which opens in April. Mr. Barry left Friday night for Jacksonville and other Florida points. New Orleans is included in his itinerary.

Fannie Ward, the Eternal Flapper, Signs to Appear In Vitaphone Presentation

New York.—Fannie Ward, the eternal flapper, has been signed to appear in a Vitaphone presentation to be made at the new Brooklyn studio, it is announced by Bryan Foy, director of short subjects. A star of the legitimate stage for many years, Miss Ward has lately been appearing in the variety houses of the country. Known for her singular ability to keep young, she has a world-wide reputation.

Bryan Foy and Murray Roth will direct Miss Ward in a sketch similar to the one she has been using on the variety stage.

Wolfson Transferred From Howard Theater, Atlanta, to Tivoli At Chattanooga

William Wolfson, who has been assistant to Manager Robert E. Hicks at the Howard Theater, Atlanta, since he was graduated from the Publix Theater Managers' Training School in October, has been transferred by District Manager Willard C. Patterson, to the Tivoli Theater, Chattanooga. He reported for duty at the Tivoli Monday.

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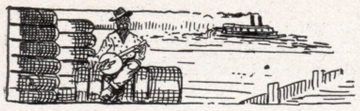
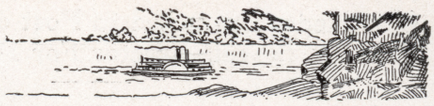


Memphis



Memphis, Tenn.—Sound pictures will make their debut in Hot Springs, Ark., February 9, when newly installed Vitaphone and Movie tone equipment in the Princess, owned by Sidney M. Nutt, is used for the first time.

The feature for the debut will be First National's special, "The Barker," starring Milton Sills in the role made famous in the road show of the play last year by Richard Bennett, who played Memphis and other Southern cities. "The Barker" will run there February 9-14.

The Grenada, Grenada, Miss., owned by Homer J. Williams, is showing pictures this week with Orchestraphone accompaniment, the first house in the Memphis territory to install one of the new double-turntable type which permits sound effects and music together. Williams also owns theaters at Sanatobia, Batesville and Sardis, in north Mississippi.

Other Orchestraphone installations reported by National include the Regent, Indianola, where P. E. Morris replaced an organ and organist with the new device, and the Strand, Wilmot, Ark. The Strand is soon to undergo refinishing of its interior, when new seats and other equipment will be installed. J. E. Kistler owns the Strand.

M. A. Lightman, president of Motion picture Theater Owners of Arkansas, Mississippi and Tennessee, who was confined to his home by influenza for part of last week, has recovered and is at work again.

Prospects Better In Memphis District As Influenza Crisis Is Considered Past

Memphis, Tenn.—Memphis theaters this week were already calling the influenza crisis a thing of the past, while houses in the territory were beginning to show far brighter prospects, with 16 that had been closed on account of the malady reported re-opened during the past six days.

A check Tuesday of reports of closings disclosed that out of 46 theaters in the Memphis territory which have been closed on account of the flu, 18 have been reported as reopened, leaving 28 still closed.

Memphis houses Monday heaved a sigh of relief as the city lifted its ban on attendance of children under 12. Neighborhood houses particularly and loop houses as well have been hard hit by the cutting off of all juvenile business, in effect for more than two weeks. City and county schools and other educational institutions also were reopened Monday after a two-week enforced holiday.

In the territory a still further spread of influenze in western Arkansas was noted, with eight houses reported closed during the past week. This number is included, however, in the total of 28 still closed, given above.

The houses closed include: *Arkansas*: Gem, Waterloo; New, Ola; Majestic, Green Forest; Grand, Black Oak, and Joy, Foreman. *Louisiana*: Shea, Oak Grove; Shea, Rayville.

The list of houses reported reopened includes: *Arkansas*: Lyric, Norman; New, Dardanelle; Princess, Earle; Dixie, Lake City. *Mississippi*: Star, West Point; Princess, Booneville; Folly, Marks; Coliseum and Lincoln, Corinth. *Tennessee*: Low's Milan, Milan; Dixie, Ripley; Capitol, McKenzie; Capitol, Martin; Virginia Dare, Tiptonville; Bruceton, Bruceton; Princess, Humbolt.

New Motion Picture Theater In Carlisle, Ark., to Open January 21

Memphis, Tenn.—Carlisle, Ark., will have a new movie house on Monday, January 21, when the Uptown, owned by C. M. Hummel, newcomer in the show business in Arkansas, is opened. It is a 300-seat house, equipped with new projectors and other equipment furnished by the Memphis branch of National Theater Supply Co.

Opening of the Uptown will end the career of the Pastime at Carlisle, recently purchased by Hummel and operated pending opening of the new house.

Page Baker, Memphis manager for the newly renamed RKO Productions, formerly FBO, spent the week-end in Chicago at a conference of RKO managers.

Visitors on Film Row during the week included B. H. Oliver, Mingo, Amory, Miss.; M. H. Thompson, Brown, Harrisburg, Ark.; Mrs. V. B. Hamilton, Folly, Marks, Miss.; E. L. Drake, Palace, Jackson, Tenn.; P. N. Wilson, Parkview, Collierville, Tenn.; W. F. Ruffin, Palace, Covington, Tenn.; L. R. Warner, Triangle, Hoxie, Ark.; J. M. Ensor, Crescent, Little Rock, Ark.

Managerial Changes In Two Memphis Theaters and One Exchange Are Announced

Memphis, Tenn.—Managerial changes in two loop district theaters and one Film Row exchange marked the news of the past week.

The executive place at the new Orpheum Theater, opened November 19, has been taken over by L. R. Pierce, who came to Memphis Friday from Omaha, Neb., where he has been district manager of the Home State Film Company. He succeeds W. A. Hartung, sent to Memphis by Radio-Keith-Orpheum to launch the new house and see it started on its way. The rest of the staff remains unchanged.

Harold Evans, manager of Loew's Strand, has been promoted to the managership of Loew's Richmond, Richmond, Va., and has already gone there to take up his new duties. His place is taken over for the time being by R. E. Fowler, former assistant manager of Loew's State.

Fox Film Corporation's Memphis office got a new manager and a new booker with the arrival of Hugh Rennie, formerly salesman at Denver, new manager, and L. Dunwoodie, formerly booker at Indianapolis, who will hold that job here.

J. C. Shannon, Branch manager, becomes a salesman out of the St. Louis exchange, and J. B. Loomer, booker, goes on the road as salesman from Memphis, covering Arkansas.

"The Shopworn Angel" Breaks Records At New York and Brooklyn Theaters

New York.—"The Shopworn Angel," a Paramount film with synchronized score, an especially good theme song and a reel of dialogue, broke all box-office records at the New York and Brooklyn Paramount theaters. Prior to "the Shopworn Angel" at the New York house the record was $81,000 created by "Underworld." The new Nancy Carroll-Gary Cooper picture beat this record by $1,700, rolling up a new high gross of $82,700. Over at the Brooklyn theater this picture grossed $6,270 more than its highest predecessor, bringing $65,270.

The success of the picture at both theaters is largely attributed to the excellent newspaper reviews which it received, mainly responsible for crowds early in the week, and to the resultant word-of-mouth advertising which kept the attendance at capacity during the latter part of the run.

John Barrymore's First Vitaphone Talking Picture Based On Novel, "General Crack"

New York.—John Barrymore's first Vitaphone talking picture for Warner Brothers will be an elaborate production based on the novel, "General Crack," by George Preedy. The story deals with the adventures of a soldier of fortune in the Austrian army during the eighteenth century.

Although "General Crack" will not go into production until April, J. L. Warner is already making selections for the supporting cast, and has chosen Ralph Forbes for an important role.

Mr. Barrymore and his bride, Dolores Costello, who are honeymooning on their yacht in the South Seas, are not expected to return to Hollywood until the latter part of March.

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Louisville

Louisville, Ky.—Owensboro is to have a large and modern theater in the very near future. It will be located on the northwest corner of Frederica and Fifth Streets, and will be an addition to the string of houses already controlled and operated locally by the Strand Amusement Company.

This announcement was made by Harry Matthews, Owensboro manager of the Strand Amusement Company, who received this news in a telephone call from Colonel Fred Levy, Louisville head of the company.

According to information given Mr. Matthews, no time will be lost in erecting the new playhouse. Work will start immediately, and the early part of the summer will see its completion, probably by May 1. It will seat about 2,000 and will be modeled after the new Loew Theater in Louisville, which has been commended by theater and building experts. It will contain a large stage for road shows and be used as well for vaudeville, photoplays and talking pictures.

David S. Dow Is Promoted to Be Division Manager In Western District By K-A-O

Louisville, Ky.—David E. Dow, resident general manager of the Keith-Albee-Orpheum theaters in Louisville, who has just been appointed colonel on Governor Sampson's staff, has been promoted to division manager in the Western district of the K-A-O Corporation. He planned to leave the Rialto Theater here January 18 to take over his new duties under John F. Royal, manager of the Middle West districts, with headquarters in Chicago.

While Mr. Dow has not yet been assigned to any definite division, it is likely, he said, that his territory will be west of Chicago.

Mr. Dow came to Louisville a year ago as resident general manager when Keith-Albee was operating the Rialto, Mary Anderson, National and Majestic theaters. Before coming here he had been manager of a chain of 130 theaters in New England. Since his coming, the National and the Majestic have closed.

With Mr. Dow's promotion, the announcement was made that J. H. Boswell, now manager of the Mary Anderson Theater, will become manager of the Rialto, and A. B. McCoy, manager of the Majestic until it was closed January 1, will become manager of the Mary Anderson.

P. M. Wise, who operates the Strand Theater at Winder, Ga., was among the well known exhibitors who visited Film Row this week.

The company has already spent a considerable amount for the early installation of Vitaphone and Movietone.

G. A. Duncan, of the Lyric Theater, at Carlisle, Ky., has been confined to his home with a severe cold.

Billy Beard, Southern Stage Favorite, Takes Part In Raybestos Radio Broadcast

Radio fans tuning in at 6:30 (Eastern Standard time) every Friday evening are hearing a prime Southern favorite, for Billy Beard, "the party from the South," is teamed with Al Bernard in a program crammed full of comedy and jokes, wisecracks and songs. Billed as "The Raybestos Twins" and delivering good fun and good music, they go on the air over station WEAF as one of the biggest publicity stunts ever devised for the Raybestos Company. C. O. Sacks, head of the New York advertising concern which bears his name, devised the plan and personally sought out Billy Beard and Al Bernard to furnish the programs.

John Mack Brown Signs New Contract With Metro-Goldwyn-Mayer

New York.—John Mack Brown, who appears to be one of the most promising of the younger crop of Hollywood actors, has signed a new contract with Metro-Goldwyn-Mayer, with whom he has been affiliated since the end of his college career. Brown won national prominence as a college athlete during his football career with the University of Alabama's "Crimson Tide." He starred in the backfield and scored the winning touchdown at the Tournament of Roses New Year's Day game in 1925 between Alabama and Washington. Soon afterwards he was given a screen test by M-G-M. This shaped out so well that a contract resulted.

The actor's first assignment was in "The Bugle Call." His first big part came opposite Marion Davies in "The Fair Co-ed." He is said to have the best part of his career opposite Norma Shearer in the latter's newest starring film, "A Lady of Chance."

Possessor of what is said to be one of the best speaking voices on the coast, Brown was recently loaned to Mary Pickford's unit for the production of "Coquette."

Columbia Appoints William J. Morgan to Executive Position On Sales Staff

New York.—Joe Brandt, president of Columbia Pictures, announces that William J. Morgan, well known eexcutive in the distribution and sales end of the industry, has been appointed one of the company's sales executives.

Pictured above are scenes from "The Faker," Columbia picture, in which Jacqueline Logan, Charles Delaney, Gaston Glass and Warner Oland are featured. It is adapted from a story by Rupert Hughes and is a strange and moving drama of a master rogue and the fascinatingly beautiful creature who became a pawn in his daring game. There is plenty of intrigue, mystery and suspense. The picture is distributed in the South through Liberty-Specialty.

Jacksonville

Jacksonville, Fla.—Theater conditions in Florida are in poor shape at present, the influenza epidemic and general debility of business causing nearly every house in the state to go into the red ink. One of the biggest problems of the situation has been the placing of relief managers in many of the houses, due to illness of regular staff men. The flu has been no respecter of persons, extending its ravages to operators, stage hands and other operatives of many Florida houses.

Manager John L. Crovo is offering "My Man," starring Fannie Brice, at the Palace Theater, beginning Saturday, for a week's run. He has taken additional newspaper space and arranged tie-ups with music firms to exploit the feature. "My Man" is a Warner Brothers Vitaphone production. "Mother Knows Best," Fox Movietone production, featuring Madge Bellamy and Louise Dressler, has been showing at the Palace this week.

The Florida Theater received much praise for its operatic offering last week, when selections from "Faust" were rendered by prominent musicians. Madame Maryla Granowska, famous Polish singer, has been re-engaged for this week to sing the familiar arias from "Madame Butterfly," the offering being presented with special scenic and lighting effects.

Oats and Meal, local boys, who have made a name for themselves in dancing, have a specialty this week called "Wooden Soldiers."

Beginning Sunday, the Florida will show "Alias Jimmy Valentine," M-G-M picture, with Lionel Barrymore and William Haines, each having talking sequences. January 24, "The Doctor's Secret," will be shown at the Florida. This is Paramount's second 100 per cent talking feature.

Manager John Thomas, of the Imperial, who also supervises the Riverside Theater, has had some excellent pictures of late. "Me, Gangster," "Red Wine," "Riley the Cop," a return visit of "Lion and the Mouse," and "Captain Lash" are some of the pictures already played and yet to show. Most of these are Movietone specials.

The Capitol Theater this week offers "Submarine," with Jack Holt; "In a Moment of Temptation," "Four Walls" and "The Crowd."

Locke Crumley, well known in theater circles of the Southeast and Middle West, and who is manager of the Jefferson Theater at St. Augustine, Fla., is still in a hospital at that place seriously ill with the flu.

C. B. Ellis, FBO manager here, who is in Miami this week, leaves Friday for New York to attend a regional sales convention of the company.

George Fuller, Southern district representative of Fox, and W. G. Minder, the company's Atlanta branch manager, paid a visit to Jacksonville this week.

W. G. Carmichael, Atlanta branch manager of United Artists, was a visitor to Jacksonville this week.

Manager Charles Lester, Universal exchange, is spending this week in Miami.

Charlie Morrison Resigns From Florida Theater to Head Jacksonville Baseball Club

Jacksonville, Fla.—Charles S. Morrison, for seven years associated with Jacksonville theaters, has resigned as manager of the Florida Theater, effective February 2, to become president and general manager of the Jacksonville baseball club. He is working with a syndicate that has purchased the club from Charles Griner, its organizer and owner since the formation of the Southeastern League. Mr. Morrison is one of the most popular men in the theater field here.

Announcement of his successor at the Florida will be made in a week or so, according to information at the Publix district offices. It is understood that the man to take the place has been designated but that several shifts will be necessary before the announcement can be made public.

Mr. Morrison has been manager of the Florida only since December 16, moving up when Guy A. Kenimer, who had been at the helm since the theater was opened in April, 1927, was promoted to the managership of Consolidated Amusements, Inc., at Tampa. Walter Morris, who came to Jacksonville from Tennessee, is house manager at the Florida.

Tiffany-Stahl Making "Molly and Me," with Belle Bennett, In New York

New York.—Talking and singing sequences are now being made for the Tiffany-Stahl special production, "Molly and Me," starring Belle Bennett, with Joe E. Brown in the leading male role. The sound sequences are being directed by Albert Ray, who came here from California for this work, and the supervision of the production is under the direction of Rudolph Flothow. Alberta Vaughn is also in New York for her first appearance before the microphone.

Crane Resigns Jacksonville Post to Manage Patio Theater At St. Petersburg, Fla.

Jacksonville, Fla.—Eddie Crane, who has been at the Capitol Theater, in Springfield neighborhood of Jacksonville, for more than a year, has resigned as managing director, and left on Friday of this week for St. Petersburg, Fla., where he will be associated with the Shimko interests as manager of the Patio Theater.

During Mr. Crane's stay in Jacksonville he has put over many clever publicity stunts and has made many friends here. The owners of the Capitol plan to operate the house themselves for the present, it is understood.

Clark and McCullough Are Making Scenes In New Movietone Two-Reeler

New York.—Bobby Clark and Paul McCullough are now making scenes in a new Fox Movietone two-reeler entitled "Belle of Samoa." Lois Moran plays the title role. This film, which has an ensemble of 60 Samoan dancers and singers, is being directed by Marcel Silver. Music for it was written by Dave Stamper, who wrote the score for several "Ziegfeld Follies."

In Atlanta Theaters Next Week

KEITH'S GEORGIA—"The Case of Lena Smith," with Esther Ralston and James Hall (Paramount).

LOEW'S CAPITOL—"Trail of '98," with Dolores Del Rio, Ralph Forbes, Harry Carey, Tully Marshall, Karl Dane, Emily Fitzroy; Cesare Cravina (Metro-Goldwyn-Mayer).

HOWARD—"The Shopworn Angel," with Nancy Carroll, Gary Cooper, Paul Lukas (Paramount).

LOEW'S GRAND—Monday, Tuesday, Wednesday, "The River Pirate," with Victor McLaglen and Lois Moran (Fox); Thursday, Friday, Saturday, "Show People," with Marion Davies and William Haines (Metro-Goldwyn-Mayer).

METROPOLITAN—"Scarlet Seas," starring Richard Barthelmess, with Loretta Young, Betty Compson (First National).

RIALTO—"The Spieler," with Alan Hale, Renee Adoree, Fred Kohler, Clyde Cook (Pathe).

CAMEO—Monday, Tuesday, "The Crash" (First National); Wednesday, Thursday, "Jazz Mad" (Universal); Friday, Saturday, "Outlawed" (FBO).

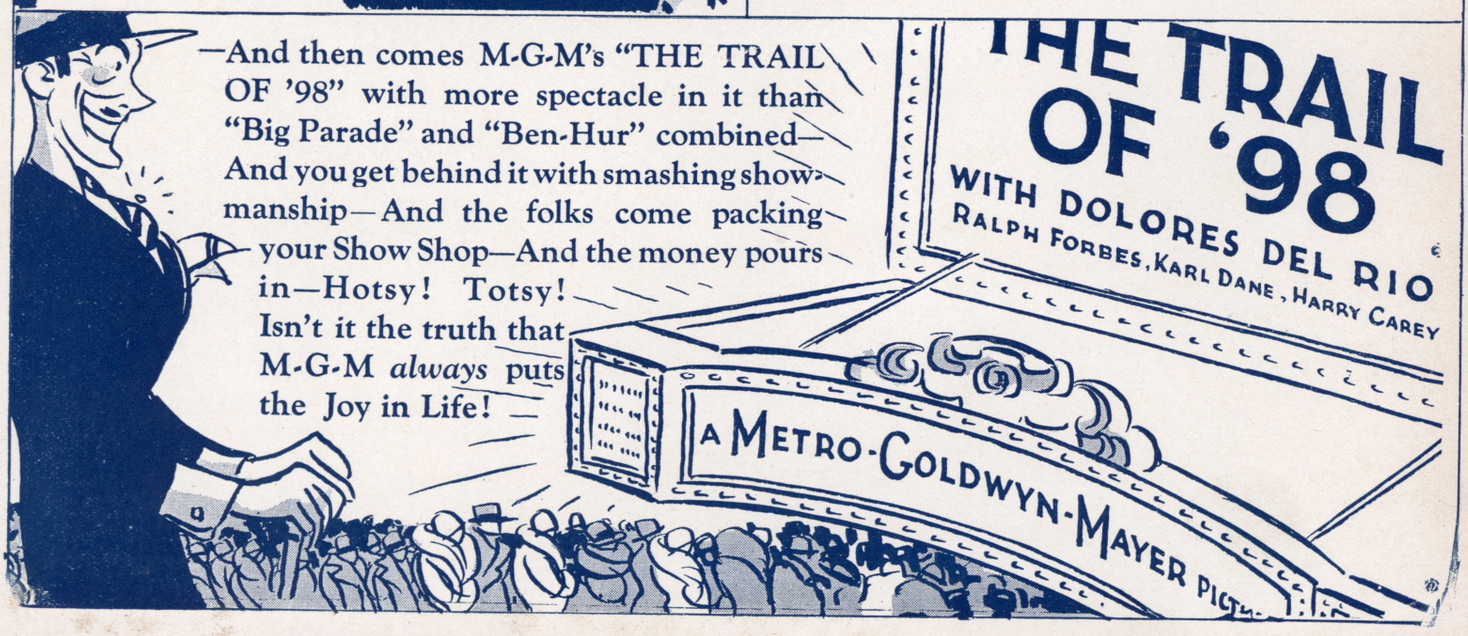
NEW ALAMO—Monday, "Ladies At Play" (First National); Tuesday, "Ten Modern Commandments" (Paramount); Wednesday, "Rose of the Bowery" (Bromberg, first run); Thursday, "Thanks For the Buggy Ride" (Universal); Friday, "The Crowd" (M-G-M); Saturday, "The Fleet's In" (Paramount).

M-G-M PUTS THE JOY IN LIFE!

When you watch the crowds stay away in droves and you wonder what the future can possibly hold—

—And the folks ask you when you're going to have another big one like "Ben Hur" and "The Big Parade"—

—And you feel that a really Giant Picture would sure pep things up for you—



—And then comes M-G-M's "THE TRAIL OF '98" with more spectacle in it than "Big Parade" and "Ben-Hur" combined—And you get behind it with smashing showmanship—And the folks come packing your Show Shop—And the money pours in—Hotsy! Totsy! Isn't it the truth that M-G-M *always* puts the Joy in Life!

Additional SERVICE!

THAT'S exactly the phrase that describes our new department devoted to reviews of short talking subjects. We instituted those reviews because we discovered that exhibitors lacked the advance information essential to successful merchandising of this product. Letters were coming to us every day asking for opinions on certain talking shorts; asking the running time; asking whether they were clicking.

When exhibitors ask for information, we make it our business to supply that information — or tell them where to find it. Now, we know that many theater managers needed the facts about current talking short subjects. Here's one letter out of many—and this happens to have come from an exhibitor who knew nothing of our plan to institute the service until the first "talking shorts" were reviewed and in print.

L. R. Towns, manager of the Academy of Music at Selma, Alabama, writes:

> "I want to take this opportunity of congratulating you on the additional service you are rendering your subscribers by carrying the reviews on short talking subjects. I find them reliable—and a great help in advertising in advance of playdates."

Our constant aim is to give service—and more service—to our subscribers. We know that the best showman works under serious handicaps unless he is fortified with adequate facts concerning the product he must sell to the public. So we're glad to give the additional service that provides them with reliable information. Thank you, Mr. Towns, for your letter.

—*ANNA AIKEN PATTERSON.*

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WEEKLY FILM REVIEW

The Film Of A Thousand and One THRILLS!

With Ten Noted Screen Stars in the Cast!

SEE a hideous creature called "The Spider"; a dog-faced professor, a lunatic; a queer dwarf; a witch and a savage gorilla chasing two lovable lovers through chambers of horrors in Satan's playground!

Out of the deepest chasms of mystery, A. Merritt brought these amorous adventures. Millions have thrilled at his best seller. Benjamin Christensen, the screen's mystery master, has blended them into the most mystifying picture of the season.

7 FOOTPRINTS TO SATAN

A FIRST NATIONAL PICTURE

First National VITAPHONE Pictures

Presented by
Richard A. Rowland
Story by A. Merritt
Directed by
Benjamin Christensen

with
THELMA TODD
and
CREIGHTON HALE

Sheldon Lewis, Wm. V. Mong, Sojin, Laska Winters, Kala Pasha, Thelma McNeil, Cecil Fitzgerald and many others.

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